

SHOPPING

London Borough of Hounslow
Unitary Development Plan Adopted December 2003







SHOPPING INTRODUCTION

1.0 EXISTING SITUATION

1.1

Traditionally the main destination for shopping has been the existing town and district centres which also act as the focus for a variety of other activities including business, social, leisure and residential uses. At a more local level, day to day shopping needs have been met through a network of neighbourhood centres, local shopping parades and individual shops.

1.2

This hierarchy or network is reflected in tables S1 and S2. These tables accord with the description centres set out in RPG3 which should form "a basis for considering the future of centres and drafting appropriate policies and proposals in UDPs" (Para 5.3, RPG3). In summary, Hounslow Town Centre acts as a Metropolitan centre, Chiswick as a Major centre, Feltham and Brentford as District centres. Additionally, more local shopping facilities are spread throughout the Borough and recognised either in the form of major or minor neighbourhood centres, key local parades, other local parades and individual shops.

1.3

However, the dynamics of the retailing sector has seen a number of emerging or continuing trends which have increasingly influenced the retail goods on offer and the shopping patterns in the Borough. These include:

- Increased access to and travel by car which has enlarged potential choice of shopping destinations as well as enabling the larger or bulkier shopping trips, particularly for food. This has led to pressure for out of centre car borne food and non-food shopping outlets and increased competition between town centre and out of town facilities.

- The increasing dominance of the national / multiple over the independent retailer which has led to increased demand in core retail frontages but led to shrinkage in secondary or fringe locations.
- Social changes, more flexible working hours, both partners working, etc, has led to more flexible shop opening hours such as late night, 24 hour and Sunday opening.
- Increased consumer expectations, the demand for choice and more service orientated A2 (e.g. banks, buildings societies) and A3 (e.g. cafes, restaurants, pubs) uses within town centres and local parades.
- Use of information technology which has seen a shift to credit or other card services, and the introduction of telebanking / teleshopping services which may reduce the need to visit centres or certain units.

1.4

The key aim of this chapter is to ensure that residents and businesses benefit from these changes and that the existing centres remain the focus for shopping and other town centre related uses. The shopping policies seek to complement the broader town centre improvement policies set out in the "Implementation of Hounslow's Development and Regeneration Strategy" chapter by providing an appropriate framework for the location of new retail development and for considering applications for change of use.

2.0 DEVELOPMENT PRESSURES

2.1

The last 20 years has seen significant demand for out-of-centre large retail units. The 1980s saw pressure primarily within the non food sector, followed by demand from food superstore operators in the early to mid-1990s.

2.2

More recently renewed retail developer interest has been experienced in or near to town and district centres with recent permissions and openings in Hounslow, Feltham and Brentford town centres. This is probably as a result of tighter central government guidance on out of town development.

2.3

It is also becoming increasingly evident that some of the main foodstore operators are looking at other ways of maximising their share of the convenience market for example expansion through petrol stations.

2.4

In addition to pressure for new retail development in out of centre locations there has been increasing pressure for change of use in both town and district centres and local parades. The shift, though initially to A2 uses in the late 1980s and early 1990s, has increasingly been towards A3 uses.

3.0 SOCIAL NEEDS

3.1

Most people, especially those without access to cars, are dependent upon existing town and district centres and their local shops to meet their shopping needs. Their continued strength is particularly important if people are to have convenient, accessible shopping and have less need to travel to find alternative shopping facilities.

3.2

It is imperative that all people have the same opportunity for shopping as the car borne shopper, therefore access to new facilities by all modes of travel will be an important consideration.

3.3

Local shopping facilities play a vital role for a substantial number of residents. Elderly people, people with disabilities, women with young children and young people in particular, often do not have access to a car and rely on accessible and convenient shopping facilities within their local residential catchment area. The Council will therefore seek to retain and encourage better provision of local shopping facilities where appropriate.

3.4

Many shops provide poor access to and within the unit for people with impaired mobility and for people with prams. The Council will therefore encourage physical improvements, which benefit access to and within shops. Similarly, where new facilities are proposed not only should facilities be in locations, which can serve all residents but should also be physically accessible.

4.0 STRATEGIC MATTERS

4.1

Government Policy provides the strategic context for UDP policies. Most relevant Government Guidance relating to retailing issues is set out in RPG3, PPG6 and PPG13.

4.2 RPG 3 STRATEGIC GUIDANCE FOR LONDON PLANNING AUTHORITIES (1996)

Key Objectives:

Town Centres

- sustain and enhance the vitality and viability of town centres and to focus retail development in locations where the proximity of competing businesses facilitates competition from which all consumers should be able to benefit
- ensure the availability of a wide range of shops, services and facilities to which people have easy access
- maintain an efficient and innovative retail sector
- maximise the opportunity for shoppers and other town centre users to use means of transport other than the car

Local Centres

- promote local centres which contain convenient shops catering for local needs and the less mobile

Location of New Retail Development

- to encourage the provision of appropriate retailing on sites in town centres or, if no sites are available, on sites at the edge of town centres
- in locations which are, or can be, well served by public transport

4.3 PPG 6 TOWN CENTRES AND RETAIL DEVELOPMENTS

Key Features:

- emphasis on a plan led approach to promoting development in town centres
- emphasis on the sequential test to selecting sites for development for retail, employment, leisure and other key town centre uses
- support for local centres
- promoting mixed use development
- to sustain and enhance the vitality and viability of town centres

4.4 PPG13 TRANSPORT

Key Objectives:

- reduce the growth in the length and number of motorised journeys
- encourage alternative means of travel which have less environmental impact;
- reduce the reliance on the private car

4.5

Specific Guidance on retail is given in Paragraphs 3.9 and 3.10

Paragraph 3.9:

“...Shopping should be promoted in existing centres which are more likely to offer a choice of access, particularly for those without the use of a private car”

Paragraph 3.10:

“In local plans, authorities should:

- maintain and revitalise existing central and suburban shopping centres by enabling development to take place there and by policies which improve the quality and competitiveness of those areas;
- encourage local convenience shopping by promoting the location of facilities in local and rural centres, ensuring such areas are attractive and readily accessible on foot or by bicycle;
- where suitable central locations are not available for larger retail development, seek edge of centre sites, close enough to be readily accessible by foot from the centre and which can be served by a variety of means of transport;
- avoid sporadic siting of comparison goods shopping units out of centres or along road corridors; and
- provide for both local shopping and residential uses in large new developments, where feasible.”

5.0 KEY ISSUES

5.1

The key aim of this chapter is to ensure that existing town and district centres, and local shopping parades or shops remain the focus for shopping to enable people to have local, convenient and accessible shopping facilities.

5.2

Town centres should be the main focus for retail investment both in terms of the provision of new stores and improvements to their quality and appeal. New retail proposals which do not contribute to the character, vitality or viability of the existing town and district centres should be resisted. This Chapter therefore seeks to provide a proactive framework for assessing the contribution or effect new facilities may have on shopping provision in the Borough.

5.3

Local shopping facilities often play a vital role for a substantial number of residents. Elderly people, people with disabilities, women with young children and young people in particular, often do not have access to a car and rely on accessible and convenient shopping facilities within their local residential catchment area. The Council will therefore seek to retain and encourage better provision of local shopping facilities where appropriate.

5.4

In town centres, primary and secondary frontages have been designated which reflect the relative retail strengths throughout each centre. Primary frontages are those where retail uses contribute most to the character, vitality and viability of the centre. In local parades, as suggested above, retail uses help meet shopping needs locally and can help reduce the need to travel. Where changes of use are proposed it is important that again they do not have an adverse affect on the retail role of centres or local parades.

5.5

It is particularly important that shopping is accessible for all. Therefore new shopping facilities should be appropriately located so that they are accessible by all modes of travel and that both the shop and the environment around it are physically accessible.

6.0 OBJECTIVES

6.1

To maintain and enhance the character, vitality and viability of the Borough's town centres by directing inappropriate non-retail uses away from primary frontages and towards shopping parades that have less retail significance.

6.2

To maintain and enhance local shopping parades to give good quality, convenient and accessible facilities for all residents.

6.3

To maintain and enhance the role of the Borough's town centres by channelling new retail development into existing centres which will result in a more sustainable pattern of development in the Borough.

6.4

To improve the provision of facilities and the general environment of shopping centres for the benefit of all users, particularly people with impaired mobility.



Hounslow High Street



SHOPPING POLICIES

OBJECTIVE S.1

To maintain and enhance the character, vitality and viability of the Borough's town centres by directing inappropriate non-retail uses away from primary frontages and towards shopping parades that have less retail significance.

POLICY S.1.1 MAIN SHOPPING AREAS

The Council will seek to maintain and enhance the main shopping areas (Hounslow, Chiswick, Feltham, Brentford, Hounslow West and Bedfont - see Shopping Hierarchy Table S.1) by allowing expansion of shopping facilities and resisting non-retail uses in inappropriate locations (See Policies S.1.2, S.1.3 and S.1.4). All proposals will be considered having regard to the existing hierarchy of centres within the Borough and West London generally.

Reasons

10.1

Hounslow Town Centre is a centre of Metropolitan significance and together with the other main shopping areas within the existing hierarchy, offers a framework for community vitalisation as well as retail investment. The maintenance and improvement of these centres is essential in order to cater for the shopping and social needs of Borough residents and make efficient use of the public transport systems. Non-retail uses do have a place in town centres although these should be carefully controlled and not allowed to weaken the attractiveness of the primary shopping frontages.

POLICY S.1.2 NON-RETAIL USES IN PRIMARY FRONTAGES

Within primary frontages in main shopping areas (as defined on the Proposals Map and in Tables S.1 and S.2) the Council will generally resist a change of use from retail where the proposed use would not contribute to the character, vitality and viability of the centre. The acceptability of further non-retail use will not be made solely by reference to the number of outlets, proportions of floorspace or lengths of frontages but will take account of the following criteria:

- (i) the likely impact on the retail function of the parade and its effect on the character, vitality and viability of the centre within the prime shopping area. Non-retail uses, generally or that of a particular non-retail use, should not be allowed to dominate primary areas so as to undermine the retail function;
- (ii) the provision of a shop window display or other frontage complementary to the character of the shopping area;
- (iii) the effect of the proposed use, either individually or cumulatively, on the environment, the amenity of adjoining occupiers and access and highway considerations particularly relating to on street parking;
- (iv) that access is provided to and within the building for people with disabilities and for shoppers with prams or pushchairs.

POLICY S.1.3 NON-RETAIL USES IN SECONDARY FRONTAGES

In secondary shopping frontages in main shopping areas (as defined on the Proposals Map and in Tables S.1 and S.2) change from retail to non-retail use will be acceptable where the proposed use would not harm the character, vitality and viability of the centre. The acceptability of further non-retail uses will not be made solely by reference to the number of outlets, proportions of floorspace or lengths of frontages but will take into account the following criteria:

- (i) the likely impact of the proposed use on the variety and activity in the shopping parade. Non-retail uses generally, or that of a particular non-retail use, should not be allowed to dominate the secondary area so as to undermine the retail function;
- (ii) the provision of a shop window display or other frontage complementary to the character of the shopping centre;
- (iii) the effect of the proposed use, either individually or cumulatively, on the environment, the amenity of adjoining occupiers and on access and highway considerations, particularly relating to on street parking;
- (iv) that access is provided to and within the unit for people with impaired mobility and for shoppers with prams and pushchairs.

POLICY S.1.4 NON-RETAIL USES IN LOCATIONS OUTSIDE PRIMARY AND SECONDARY FRONTAGES WITHIN THE MAIN SHOPPING AREAS

The Council will normally allow the change of use from retail to non-retail use outside primary and secondary frontages having regard to the following criteria:

- (i) the proposed use would not adversely affect the remaining retail function of the parade;

- (ii) that the proposed use would not, either individually or cumulatively, have an adverse effect on the environment, residential amenity and on access and highway considerations particularly relating to on street parking;
- (iii) that there is an appropriate shop window display or frontage complementary to the character of the area;
- (iv) that there is satisfactory provision to and within the proposed use for people with disabilities and others with mobility problems including shoppers with pushchairs.



Chiswick High Road

Reasons (Applicable to Policies S.1.2, S.1.3 and S.1.4)

10.2

The Council aims to protect and enhance the character, vitality and viability of its town centres by controlling the number, type and location of non-retail uses.

10.3

Policies S.1.2, S.1.3 and S.1.4 aim to reflect the relative importance of retail functions to different areas of each town centre to the continued vitality and viability of those centres.

10.4

Primary frontages are considered to form the retail core of the centre where it is important that retail uses should continue to predominate. Secondary frontages, while having an important supporting retail function, are areas where there is increased scope for diversification.

In Hounslow and Chiswick town centres there are also areas that have not been designated as either primary or secondary where the parades play an important service support function and where most opportunity for change of use to non-retail exists.

10.5

The policies therefore seek to retain and consolidate the retail function of the centres while directing non-retail uses to the most appropriate locations without harm to the vitality and viability of the centre.

10.6

To help assess the contribution or harm a non-retail use would have within a centre, consideration will be given to the number, type and nature of existing and proposed non-retail uses. For example, banks, building societies and day time eating establishments may be considered more appropriate within primary areas than estate agent offices, as by their nature and opening hours they are more important ancillary services and therefore attract a larger number of customers.

10.7

In addition to the affect on the retail function of parades, additional criteria are included to ensure adequate consideration is given to all aspects of the proposal and its likely impact, either individually or cumulatively, on the range of services that the centre will continue to provide as well as the environment, adjoining occupiers and on access and highway considerations. This reflects the Councils own experiences, most notably in Chiswick, where there are concerns relating to the over concentration and potential detrimental effect of A3 uses, such as restaurants, cafes and other licensed premises, on residential amenity due to increased noise, traffic and parking associated with the new use.

OBJECTIVE S.2

To maintain and enhance local shopping parades to give good quality, convenient and accessible facilities for all residents (Tables S.1 and S.2 define the shopping hierarchy to which the following policies apply).

POLICY S.2.1 NON-RETAIL USES IN MINOR NEIGHBOURHOOD CENTRES AND KEY LOCAL PARADES (SEE TABLE S.1)

The Council will endeavour to safeguard and strengthen the role of neighbourhood centres and key local parades by retaining shops and services of an appropriate type, number and quality which provide for the day to day needs of local residents. Non-retail uses which provide diversity and serve a local need or community service may be considered acceptable in some instances taking account of the following criteria:

- (i) the likely impact of the loss of the retail use and of the proposed use on the variety of facilities available and the attractiveness of the parade on-retail uses, generally or that of a particular use, should not be allowed to dominate the parade so as to undermine its retail function;
- (ii) the provision of a shop window display or other frontage complementary to the character of the shopping centre;
- (iii) the effect of the proposed use on the environment, the amenity of adjoining occupiers and on access and highway considerations, particularly relating to on street parking;
- (iv) that access is provided to and within the unit for people with impaired mobility and for shoppers with prams and pushchairs.



Local Shopping Parade, St.Johns Road, Isleworth

POLICY S.2.2. NON-RETAIL USES IN OTHER SHOPPING AREAS

Changes of use from retail to non-retail use in those shops and parades which are not included in main shopping areas, minor neighbourhood centres and key local parades (See Tables S.1 and S.2) will be considered with regard to the following criteria:

- (i) the impact of the change of use upon local shopping provision which meet day to day needs. In particular the Council will seek to safeguard against the loss of an essential local shop i.e. post office, chemist, newsagent/confectioner, grocer/mini market, greengrocer, baker or butcher;
- (ii) the availability of alternative shopping facilities within 400m;
- (iii) the vacancy rate of shop units within the parade;
- (iv) the proposed use would not, either individually or cumulatively, have an adverse effect on the environment, residential amenity and on access and highway considerations particularly relating to on street parking;
- (v) the type, character and number of units.

Reasons (Applicable to Policies S.2.1 and S.2.2)

10.8

These smaller centres and local shops act as additional foci in the shopping hierarchy meeting the essential and local shopping requirements of local communities. The protection and continued enhancement of these centres is considered essential in order to cater adequately for the shopping needs of the population of the Borough. The protection of local shops is of particular benefit to people in the community who are less mobile, such as those without a car, women, elderly people, people with disabilities and carers for dependants.

10.9

Local shops and shopping parades can also have an important contribution to reducing the need to travel. Local uses help to meet shopping needs locally, which if lost, would encourage people to travel, most probably by private car, in order to buy the same goods.

10.10

All shopping parades have a mix of retail and non-retail services. By controlling the number of non-retail uses in certain locations the Council hopes to protect parades and shops which meet the essential and local shopping requirements of local communities. Inappropriate non-retail uses can weaken the attractiveness of a centre and threaten the feasibility of existing retail uses from an economic standpoint.

Policy not saved & cannot be used from 28th Sept 2007

~~POLICY S.2.3 IMPLEMENTATION OF NON-RETAIL USE PERMISSIONS~~

~~In exceptional circumstances conditions may be attached to planning permissions for non-retail uses requiring the development to begin within a shorter period than the normal five year implementation period.~~

Reasons

~~10.11~~

~~To prevent the proliferation of unimplemented non-retail planning permissions in established retail frontages where this would affect the vitality and character of the frontage and hinder the proper consideration of subsequent applications.~~

TABLE S.1 SHOPPING HIERARCHY

Shopping Hierarchy

Metropolitan Centre:	Hounslow	Hounslow West; 309-355 Vicarage Farm Road, Heston; 153-173 and 154-164 Thornbury Road, Osterley; 1-18 The Broadway, Acton Town;
Major Centre	Chiswick	1-10 Stile Hall Parade and 553-575 Chiswick High Rd, Kew Bridge;
District Centre	Feltham, Brentford	182-194 and 220-232 Uxbridge Road, Feltham; 1-8 Holly Parade and 1-10 Spring Grove Corner, Lower Feltham;
Major Neighbourhood Centres	Hounslow West Bedfont	46-67 Hounslow Road and 1A Park Road, Hanworth; 59-63 Heath Road and 2-20 Central Parade, Hounslow; 1-10 Central Parade, Sparrow Farm Drive, Feltham;
Minor Neighbourhood Centres	Old Isleworth (1, 3, 4, 7-11 Upper Square 1-4 The Pavement and 1-14, 35-37, and 39-57 South Street and Shrewsbury Walk)	1-15 Grove Park Road, Chiswick; 146-150, 160-164 and 174-178 Brabazon Road, Cranford; 248-262 Twickenham Road, Isleworth; 182-190 North Hyde Lane, Heston;
	Heston (8-17 Central Parade, 131-133 and 160-178 Heston Road, 9-21, 8-14, 28 and 30 New Heston Road	101-111 Bear Road, Hanworth; 1-9a Spur Road and 142-156 London Road, Isleworth; 53-75 Salisbury Road, off Green Lane, Hounslow West;
	Cranford (720-746, 750-754, and 760-790 Bath Road)	1-8 Parklands Parade, Hounslow West; 2-8 Clifton Parade, Hanworth;
	Hanworth (1-5 Rex House, 1-19 Market Parade, 14-36 Hampton Road West)	1-10 Hamilton Parade, Feltham; 2-30 Fauconberg Road, Chiswick; 54-68 Thames Road, Strand on the Green, Chiswick.
	Isleworth (1-7 Odeon Parade, 468, 459-495 London Road, 3, 5, 16-20, 11-27 and 31-37 St John's Road, 1A Woodlands Road)	
Key Local Parades:	474-514 Great West Road and 1 Heston Road; 1-11 Rochester Parade, 97-109 High Street and 1-9 Parkfield Parade; 90-108, 111-129, and 141-145 Harlington Road West, North Feltham; 1-19 Albany Parade, Brentford; 204-228 Great West Road, 44-50, 64-80 and 141A Vicarage Farm Road,	

TABLE S.2 DESIGNATION OF FRONTAGES IN TOWN CENTRES

Hounslow Town Centre

Primary 104-210 High Street
1-10 Trinity Parade
214-244 High Street
121-295 High Street
The Treaty Centre

Secondary 1-83 High Street
101-119 High Street
22-102 High Street
1-4 Cressy's Corner

Areas outside the primary and secondary frontage

2-36 Bath Road
1-3 Bath Road
2-12 and 30-110 Staines Road
1-9 Staines Road
7-67 Bell Road
30-60 Bell Road
2-24 Kingsley Road
714-746 London Road
769-797 London Road

Chiswick Town Centre

Primary 216-434 Chiswick High Road

Secondary 73-243 Chiswick High Road
122-214 Chiswick High Road
1-63 Turnham Green Terrace
2-102 Turnham Green Terrace
1-19 Devonshire Road
1b-11a Devonshire Road
2-46 Devonshire Road

Areas outside the primary and secondary frontage

2-120 Chiswick High Road
281-333 Chiswick High Road
440-496 Chiswick High Road

Feltham Town Centre

Primary 20-30A, 44-166 and

210-216 The Centre
1-16 Wilton Parade,
High Street
72-98 High Street

Secondary 30-40 The Centre
100-104 High Street and
adjoining petrol filling
station
57 and 57A High Street
1-10 Cavendish Terrace,
High Street

~~Superseded by the Brentford Area Action Plan
Brentford Town Centre~~

~~Primary 203-216 and 225 Brentford High Street~~

~~Secondary 227 and 228-238 Brentford High Street
98-130 Brentford High Street
191-194 Brentford High Street
196-202 Brentford High Street~~

DESIGNATION OF FRONTAGES IN OTHER MAIN SHOPPING LOCATIONS

Hounslow West Shopping Centre

Primary 286-368 Bath Road

Secondary 262-278 Bath Road
1-7 Cavendish Parade and
units adjoining
(up to car park access)
370-388 Bath Road

Bedfont Shopping Centre

Primary 507-529 Staines Road
376-420 Staines Road
Secondary 343 Bedfont Lane
469-503 Staines Road
531-537 Staines Road
422-432 Staines Road

OBJECTIVE S.3

To maintain and enhance the role of the Borough's town centres by channelling new retail development into existing centres which will result in a more sustainable pattern of development in the Borough.

POLICY S.3.1 NEW RETAIL DEVELOPMENT

In considering applications for new retail development the Council will adopt a sequential test approach whereby the first preference should be to locate within existing town centres. Where viable town centre sites or buildings suitable for conversion are not available, edge of centre sites, followed by major neighbourhood and minor neighbourhood centres should be considered next. Only following the consideration of these locations should out-of-centre locations be considered and only then, where they are or can be made readily accessible by a choice of means of transport. Where retail development is proposed the Council will take into account the following criteria:

- (i) the effect, either individually or cumulatively, on the vitality and viability of existing town centres as a whole, including the effect on future private sector investment needed to safeguard the vitality and viability in each centre and the extent to which any proposal would put at risk the strategy for each centre (See Policies IMP.2.1 to IMP.2.4);
- (ii) the quantitative and qualitative need for the new development in locations outside of the Borough's town centres, major neighbourhood centres and minor neighbourhood centres;
- (iii) the shopping characteristics of the new development e.g. the size of units proposed, type of goods to be sold, etc and the provision of existing facilities in all nearby centres;
- (iv) the impact of the proposal in terms of trip generation and adequacy of parking and cycling provision (See Policies T.1.2, T.1.3, T.1.4 and Appendix 3);
- (v) the current or designated use of the site in question. Proposals will not be acceptable in the Green Belt or Metropolitan Open Land;
- (vi) the accessibility of the site by a choice of transport mode taking into account its proximity to other travel generating

activities; the availability of public transport and community transport; the ease of access to the site by walking and cycling; and the potential for linked trips;

- (vii) accessibility for people with impaired mobility such as carers with pushchairs and people with disabilities;
- (viii) the design and external appearance of the proposal, hard and soft landscaping treatment and the provision of recycling facilities;
- (ix) the effect on the amenity of adjoining residents or the immediate residential locality and the environment generally.

Reasons

10.12

The UDP has sought to develop realistic strategies for the maintenance and regeneration of its existing town centres. Within Part One and the Implementation Chapter, the Plan identifies the main existing, and future roles of each of the Borough's four town centres (Hounslow, Chiswick, Feltham and Brentford), which together with the policy aims to sustain, enhance and achieve these roles. The Council seeks to ensure that new retail development complements these strategies by channelling new retail development to town centre locations, edge of centre, major and minor neighbourhood centres and only out of centre or out of town in exceptional circumstances.



Shopping in the Treaty Centre

10.13

For shopping purposes edge-of-centre refers to a location within easy walking distance of the primary shopping frontage and which provides a clear potential for linked trips, in line with the definition given in PPG6. The town centre boundaries as shown on the Proposals Map, define the town centres in broader terms incorporating a wide variety of other commercial uses. Out of centre is a location clearly separate from the town centre but not necessarily outside the urban area. Out of town development is defined as greenfield development or not clearly within the urban boundary. This takes account of guidance in PPG6 and PPG13.

10.14

The criteria given in the policy seek to ensure that adequate consideration is given to all aspects of the proposal and its likely impact. To be clear about the development being proposed, and to ensure that the development does not change unacceptably over time, the Council will consider conditions, relating to the minimum size of units and types of goods to be sold, in the interest of sustaining vitality and viability.

10.15

For the purpose of this policy warehouse clubs that share many of the characteristics of very large retail outlets will be treated as retail businesses.

Policy not saved & cannot be used from 28th Sept 2007

~~POLICY S.3.2~~

~~MAJOR RETAIL DEVELOPMENT IN NEIGHBOURING BOROUGHES~~

~~The Council will resist proposals for major new shopping development in neighbouring boroughs, either in town centres or out of town which would seriously weaken the viability and vitality of centres within the Borough.~~

~~Reasons~~

~~10.16~~

~~Planning Policy Guidance Note 6 and Strategic Guidance state that local planning authorities should respond flexibly and positively to market forces and not impede competition. However, major new retail development should be resisted if it would threaten the vitality and~~

~~viability of existing town centres.~~

~~10.17~~

~~These centres play a vital role both strategically (within the hierarchy included in RPG3) and locally not only for the provision of shopping facilities but also as a focus for commercial and social activities and any proposals which would weaken or threaten their continued role or jeopardise their regeneration will be strongly resisted.~~

OBJECTIVE S.4

To improve the provision of facilities and the general environment of shopping centres for the benefit of all users, particularly people with impaired mobility.

POLICY S.4.1 ENVIRONMENTAL IMPROVEMENTS TO SHOPPING AREAS

The Council will encourage the improvement of the environment of shopping centres in the Borough through such means as:

- (i) good design in new developments, refurbishments and conversions;
- (ii) landscaping, street furniture and public art (See Policies ENV-B.1.5 and ENV-B.1.6);
- (iii) improved traffic management, cycle parking and servicing;
- (iv) improvements to public transport waiting facilities;
- (v) improvements to pavements and accessibility.

The Council will also seek more fundamental improvements at Hounslow, Chiswick, Feltham and Brentford town centres in order to actively promote the regeneration and enhancement of these areas (See also Policies IMP.2.1 to IMP.2.4 and the Strategies for each centre, Town Centre Action Plans SPG).

POLICY S.4.2 SHOP FRONT DESIGN

The Council will expect a high standard of design in proposals for all new shop fronts. Particular regard should be given to the following:

- (i) the shop front should respect the building's elevation and architectural details of merit, particularly period shopfronts on listed buildings and in conservation areas, and should be retained (see Shopfront Design Guidelines);
- (ii) the design should take into account adjacent shop fronts where they make a positive contribution to the street scene;
- (iii) where a shop front involves two or more facades the shop front should correspondingly be divided with separate fascias and columns used to divide the separate units;
- (iv) whenever possible, improvements to the shop front should be accompanied by an improvement to the total facade;
- (v) the shop fascia should not form more than 15-20% of the overall height of the shop front and should not extend to first floor windows or sills;
- (vi) entrances should be fully accessible to people with mobility difficulties; such as people with disabilities, older people and carers with young children in pushchairs;
- (vii) solid roller shutters detract from the overall appearance of a building and will not normally be acceptable.

Special attention will be given to shops within conservation areas, regeneration areas and other main shopping areas.

Reasons (Applicable to Policies S.4.1 and S.4.2)

10.18

Much of the character of a shopping centre is due to the quality and design of the

environment. It is the Council's aim to improve the environment whenever possible in order to provide pleasant surroundings for shoppers, attract new customers and in turn improve the attractiveness of centres to traders.



Typical Shop Frontages

Policy not saved & cannot be used from 28th Sept 2007
POLICY S.4.3 ADVERTISEMENTS

~~In dealing with applications for advertisements to retail premises or within a shopping area the Council will have regard to the criteria set out in Policy ENV B.1.4.~~

Reasons

10.19

~~Advertisements form an integral part of most shop fronts and commercial areas. However, the proliferation of insensitive displays of advertisements can seriously detract from the visual quality of a shop front on the area in general. Careful control is therefore needed in order that adverts do not adversely affect the quality of the environment.~~

Policy not saved & cannot be used from 28th Sept 2007
POLICY S.4.4 ACCESS TO SHOPPING FACILITIES

~~The Council will ensure that the needs of people with impaired mobility e.g. people with disabilities, older people and carers with young children are taken into account when considering all applications for retail or non-retail development. Applications should have regard to the Council's own guidelines "Think Access", which give advice on external and internal design matters.~~

Reasons

10.20

~~In order that shoppers with impaired mobility are not restricted from using the shopping facilities in the Borough which are provided for the benefit of all.~~

POLICY S.4.5 SERVICING ARRANGEMENTS

Where inappropriate servicing exists, the Council will seek to improve facilities for access and servicing. Extensions to premises will be resisted if this results in an unacceptable loss of existing or potential access, parking and service facilities to the unit itself or any other separate unit on the site.

Reasons

10.21

Servicing facilities to many retail units are inadequate and can be threatened by potential extensions. This can result in delivery vehicles loading and unloading directly from the highway, on-street parking and conditions on the adjoining highway which are detrimental to pedestrians and the free flow of traffic.

POLICY S.4.6 CUSTOMER FACILITIES

The Council will expect major new retail development to provide improved customer facilities e.g. accessible toilets, baby-changing areas, baby feeding facilities, play areas, creches, cycle facilities and parking spaces for the vehicles of people with disabilities. Proposals should have regard to the Council's "Think Access" Guidelines (See Policy IMP.6.1).

Reasons

10.22

These facilities are considered essential in order to enhance the attractiveness of town centres and improve conditions for shoppers, particularly parents with young children and people with disabilities.

POLICY S.4.7 ACCESS TO UPPER FLOORS

New shop fronts, alterations and extensions should maintain or improve separate access to upper floors, preferably to the street, in connection with the provision of suitable residential accommodation (See Policy H.3.3 Use of Upper Floors Above Shops).

Reasons

10.23

The use of residential accommodation above shops can make a useful contribution to the Borough's housing stock and also help to add to the vitality of town centres, particularly after shopping hours. In some instances the effective use of the upper parts of shop premises has been obviated by the failure to maintain or provide separate access from the ground floor. Rear access often fails to have adequate surveillance and in many instances is poorly lit creating an unsafe and threatening environment. As such, front access is preferable in most instances and rear access will generally be resisted.